

M X N number of pixel electrodes respectively connected to one of the M X N number of switching element;

M rows of opposite electrodes arranged oppositely to respective rows of the M X N number of pixel electrodes through a liquid crystal layer;

a scanning line driving circuit configured to supply a scanning signal including a scanning period for selecting at least one of the M rows of scanning lines to the M rows of scanning lines;

a data line driving circuit configured to supply a data signal to the N columns of data lines; and

a polarity inverting circuit configured to invert a polarity of a voltage applied to the liquid crystal layer by changing a voltage supplied to an opposite electrode of a row corresponding to the selected scanning line in synchronization with the scanning period.

18. (Amended) A driving method, comprising:

supplying a scanning signal including a scanning period in which at least one of a plurality of scanning lines is selected, to the plurality of scanning lines by scanning line driving circuit; and

supplying a data signal to a plurality of pixel electrodes by data line driving circuit through N columns of data lines and a plurality of switching elements connected to the at least one selected scanning line; and

by polarity inversion driving circuit, inverting a polarity of a voltage applied to the liquid crystal layer, which is formed between the pixel electrodes and the opposite electrode, by changing a voltage supplied to an opposite electrode of a row corresponding to the selected scanning line in synchronization with the scanning period.